ABSTRACT OF THE DISCLOSURE

The present invention relates to fragrance raw materials having a tertiary alpha carbon atom, to fragrance delivery systems which comprise said tertiary alpha carbon atom fragrance raw materials, and pro-fragrances which are capable of delivering said tertiary alpha carbon atom fragrance raw material and thereby providing an enhanced and sustained aesthetic fragrance benefit. The compounds and systems of the present invention are suitable for use in fine fragrances, perfumes, and other personal care compositions.